

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ranka et al

Serial Number: 10/017,074

Filing Date: December 7, 2001

Art Unit: 3688

Examiner: Macasiano, Marilyn G.

For: **Method, algorithm, and computer program for targeting messages including advertisements in an interactive measurable medium**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

This paper accompanies a request for continued examiantion.

Please amend the application as follows:

IN THE CLAIMS

Please amend claim 74 as set forth below.

Please add new claims 75-78.

A complete claim listing begins on the following page.